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ABSTRACT

This vocational English as-a-Second-Language program stresses interactive language use in the context of communicating with customers. Intended for intermediate-level adult learners, the manual will assist students in developing the communication and interaction skills they need for a variety of public contact positions, including retail sales clerk, hotel desk clerk, or receptionist, fast food counterperson, field service repair person, and so on. Designed to help students develop functional and problem-solving strategies, this program features practical job-related communication skills; listening and speaking skills through authentic taped employee/customer interactions; job-related reading, writing, and calculating activities; role-play activities to provide practice and build self-confidence; and student self-evaluation and progress reports and field observation activities. Sections include: an introduction to basic service encounters; understanding what the customer wants; responding to simple requests for information, dealing with mistakes, dealing with complaints, dealing with special requests, and moving up the career ladder. Many illustrations and fill-in-the-blank, discussion, vocabulary, and other exercises are included in the manual. (JL)
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